

# San José Fire Department

The San José Fire Department's core mission is to serve the community by protecting life, property and the environment through prevention and response.



## Fireworks Ordinance Work Plan Status Report

City Council Session  
September 27, 2022

Presented by:

James Dobson, Deputy Fire Chief/Fire Marshal – Fire Department, Bureau of Fire Prevention

# Program Components



## Goals

- ✓ Reduce injuries and fires
- ✓ Introduce Illegal Fireworks SJ311 reporting tool
- ✓ Increase the number of actionable reports
- ✓ Decrease illegal fireworks activity
- ✓ Increase awareness of fines

# Year In Review



**Aug  
2021**

- Post 4<sup>th</sup> of July Status Report

**Dec  
2021**

- Increased Fines

**Jan  
2022**

- New Years

**Feb  
2022**

- Lunar New Year/Tet

**Jun  
2022**

- Targeted Police Enforcement
- Online Reporting Tool SJ311 Launched

**July  
2022**

- Report Processing
- Citations & Warnings Issued

# Completed Work Plan Items



Fireworks  
Ordinance amended  
to include Social  
Host Ordinance

Presentation to City  
Council in 2020

Fireworks  
Ordinance Work  
Plan reinstated into  
PSFSS Committee

Reevaluation of  
citation issuance  
protocols

Evaluated the use  
of drones for  
enforcement

Comparison of  
Fines: Fine amounts  
increased

Funding obtained  
for Fireworks  
Hotspot  
Enforcement Pilot  
July 4, 2021

Online Illegal  
Fireworks reporting  
tool SJ311

Collaborate with  
County, State, and  
Federal Partners

# Workplan Items - Ongoing



Evaluate Current Educational Campaigns for Cultural Competency:  
Chinese Added to 2022 Campaign Materials

Search for Potential State and Federal Funding Sources to Invest in Enforcement Mechanisms and Programs to Deter Fireworks use



**这是不值得。**  
烟花在圣何塞市内既危险又违法。

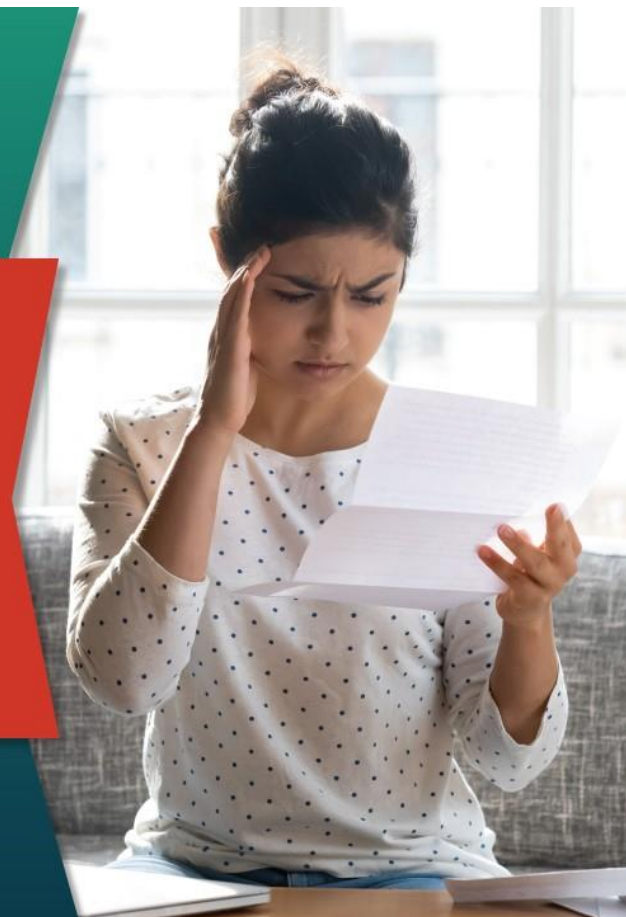
## 你会被罚款的

- 第一次违规罚款  
\$1,000 美元
- 第二次违规罚款  
\$2,000 美元
- 第三次违规罚款  
\$3,000 美元
- 售卖烟花者罚款  
\$50,000 美元



如果在你的房产内或举办派对使用烟花, 根据本市的社交接待条例, 您将承担罚款和紧急服务费用。

\*售卖烟花罚款可能高达 \$50,000 美元, 另加监禁, 视烟花数量而定。





# Campaign Outreach



## FED UP WITH FIREWORKS?

Report violators online.

***SNAP. CLICK. REPORT.***

[sanjoseca.gov/fireworks](https://sanjoseca.gov/fireworks)

Hotline: **408-535-5600**



# Campaign Outreach





# Outcomes



Targeted  
Social Media  
Outreach

Expanded  
Fireworks  
Messaging  
Toolkit

Collaboration  
with City and  
County  
Agencies

Community  
Engagement

Illegal  
Fireworks  
Online  
Reporting  
Tool SJ311

Improved  
Actionable  
Online  
Reporting

# Illegal Fireworks Hotline and SJ311



527 Total Calls



34 Calls  
Transferred to  
SJ311

1-requested complaint  
data input by SJ311  
staff

25-chose to speak with  
SJPD after SJ311



49 Calls  
Transferred  
Afterhours  
Service

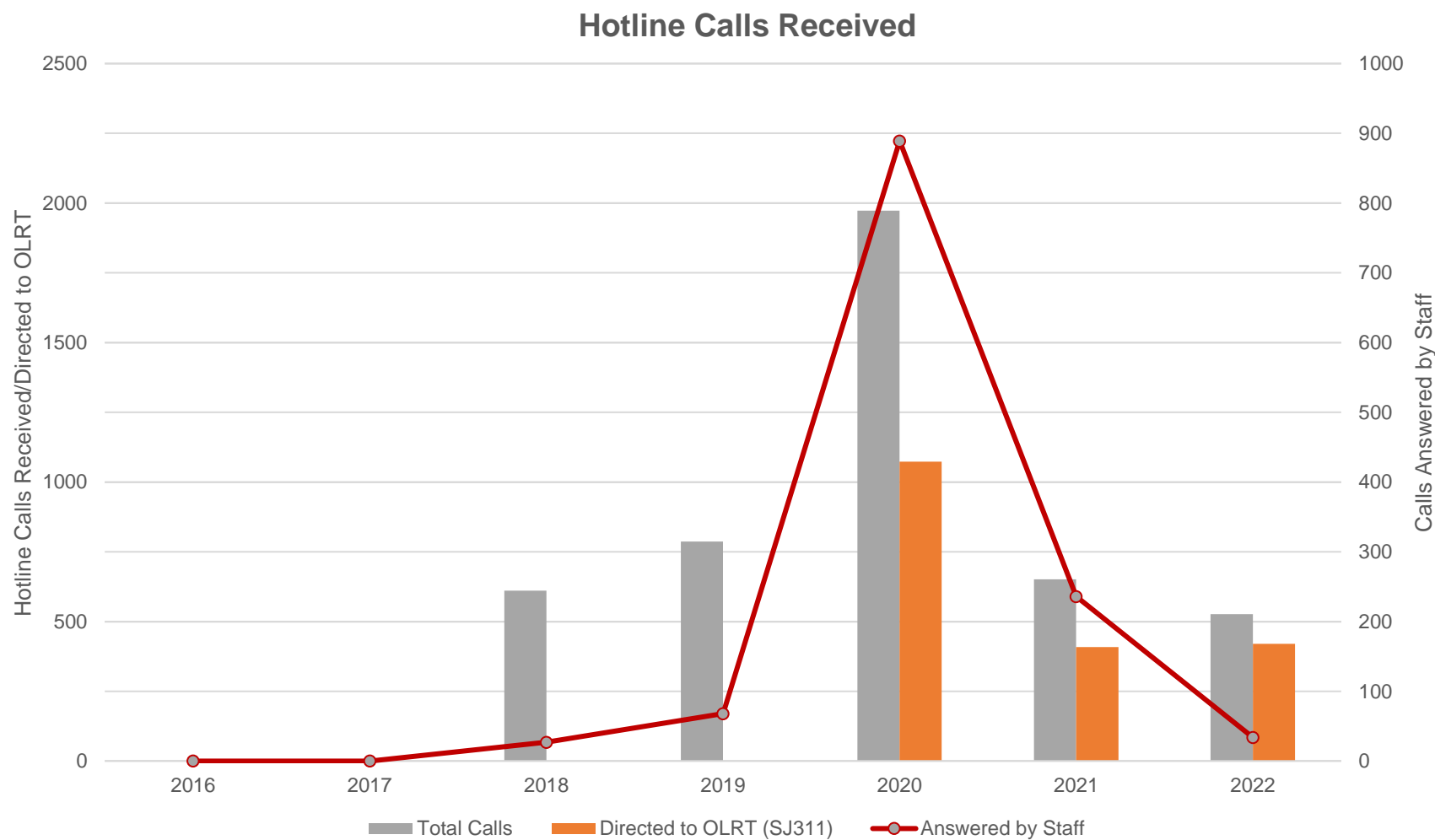


24 Calls  
Transferred to  
Main City of  
San José  
phone line



420 Calls  
Disconnected  
After Receiving  
Online Report  
Directions

# Fireworks Hotline (SJ311) Calls Received



# Fire Department



79 Emergency  
Responses



8 Structure Fires  
24 Vegetation Fires  
32 Outside Rubbish Fires



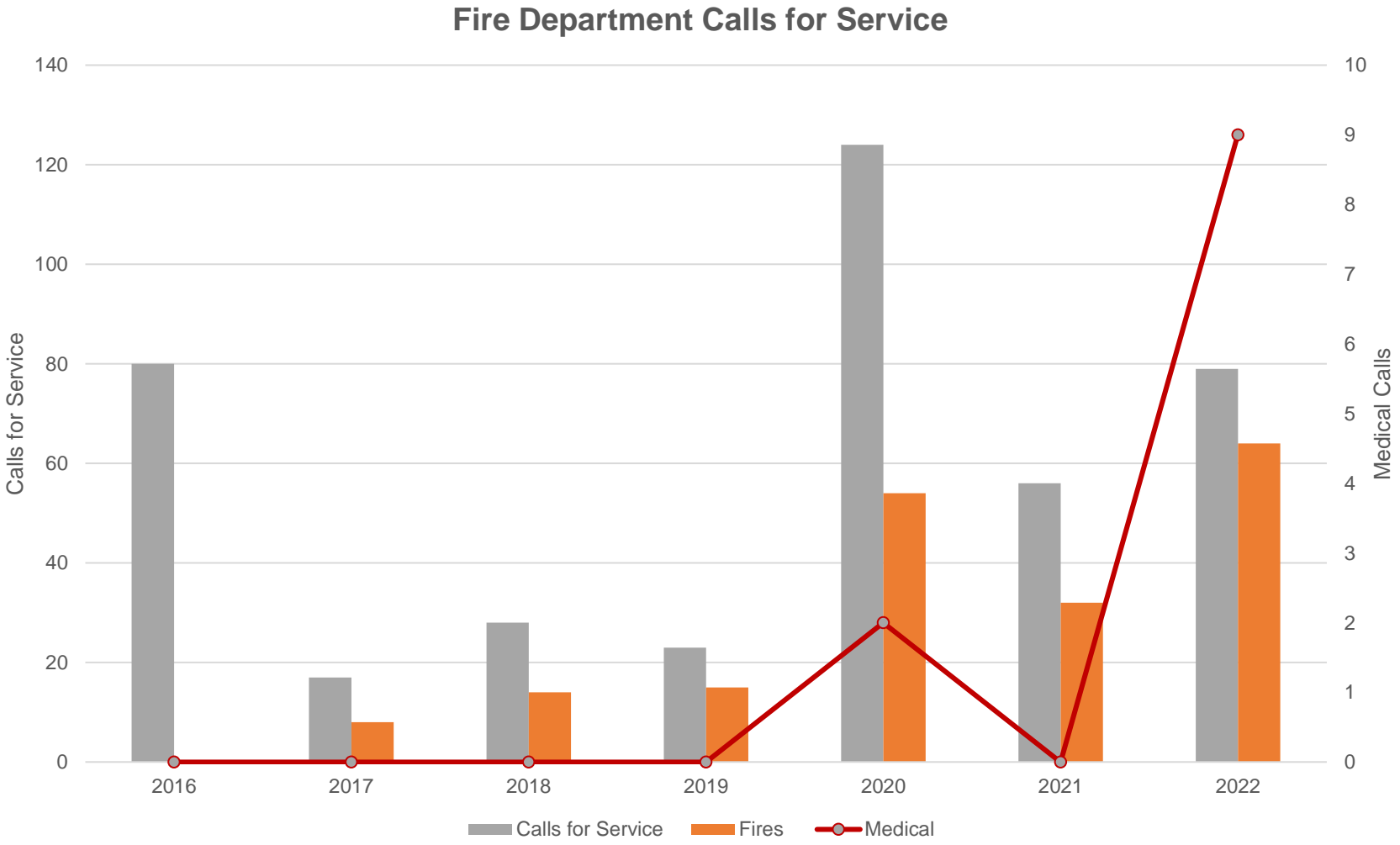
6 Smoke and Noise  
Complaints



9 Medical Calls



# July 4th Fire Department Calls for Service



# July 4th Police Enforcement

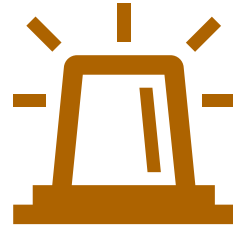


- ☐ A Public Safety Advisory (PSA) video was released via the Police Department's social platforms on June 24, 2022
- ☐ High-visibility patrols and enforcement were deployed in Hot Spot areas before and during the Fourth of July weekend
- ☐ Road diversions were also utilized to reduce fireworks activity

# Police Department



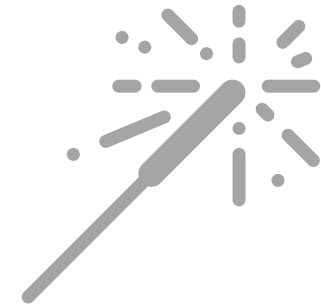
625  
Calls for Service



15 Fireworks Citations  
6 Parking Citations  
1 Traffic Citation



2 Arrests

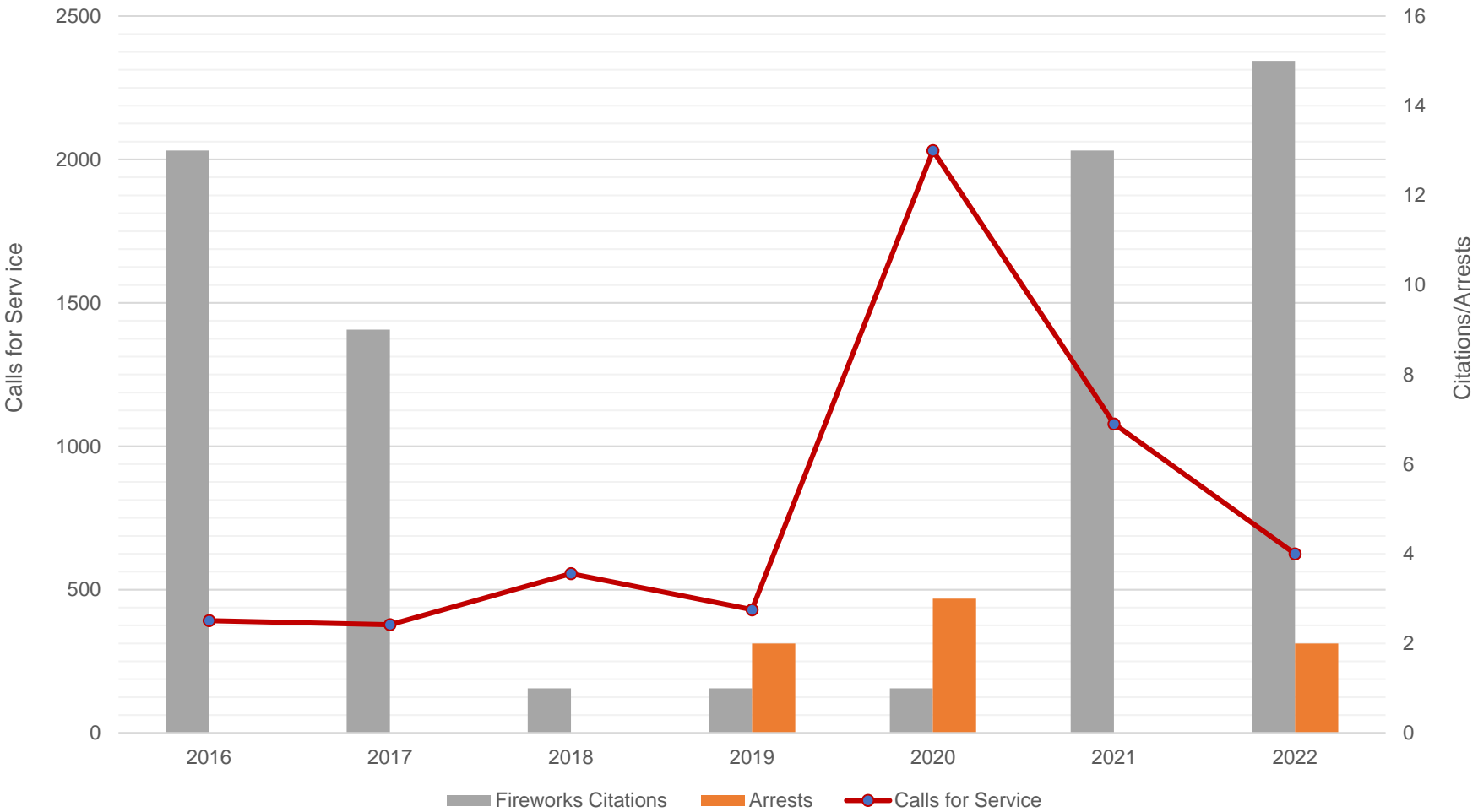


50 lbs. of  
Fireworks  
Confiscated

# July 4th Police Call Volume and Enforcement



PD Calls for Service and Criminal Enforcement





# Online Reporting Tool (SJ311)



1,344 Total  
Reports



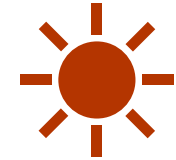
100%  
Actionable



252 Warnings

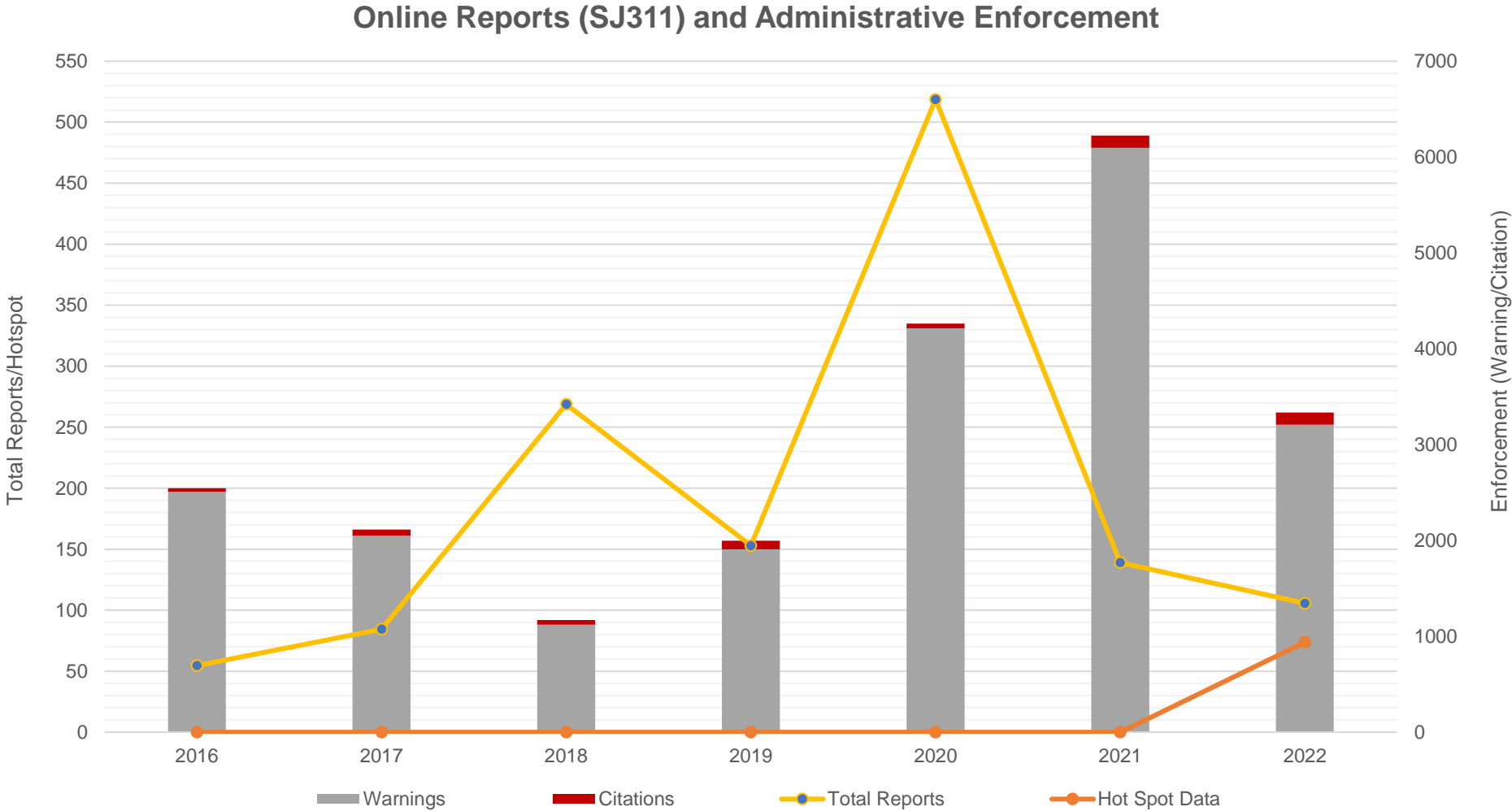


10 Citations

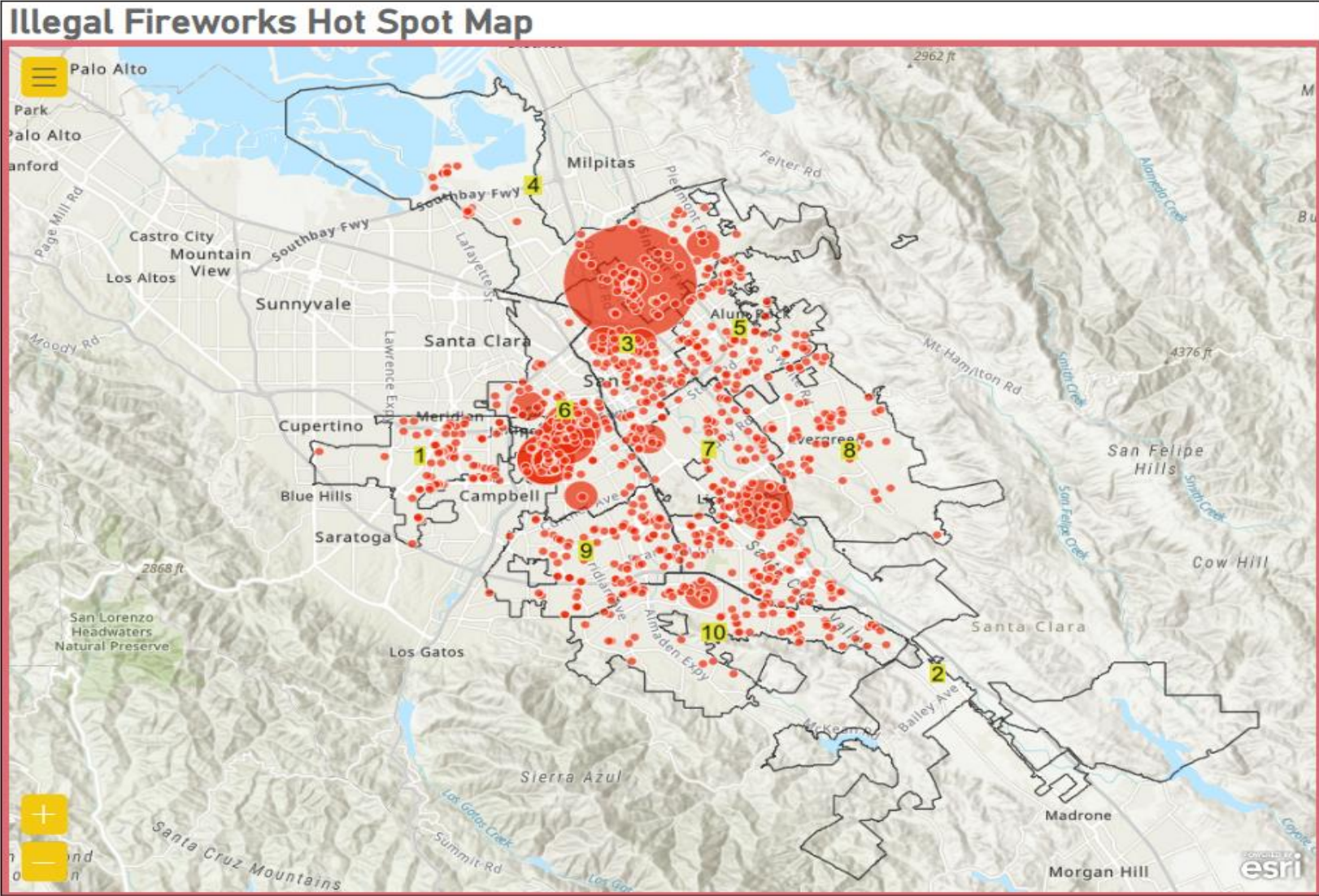


939 Used for Hot  
Spot Mapping

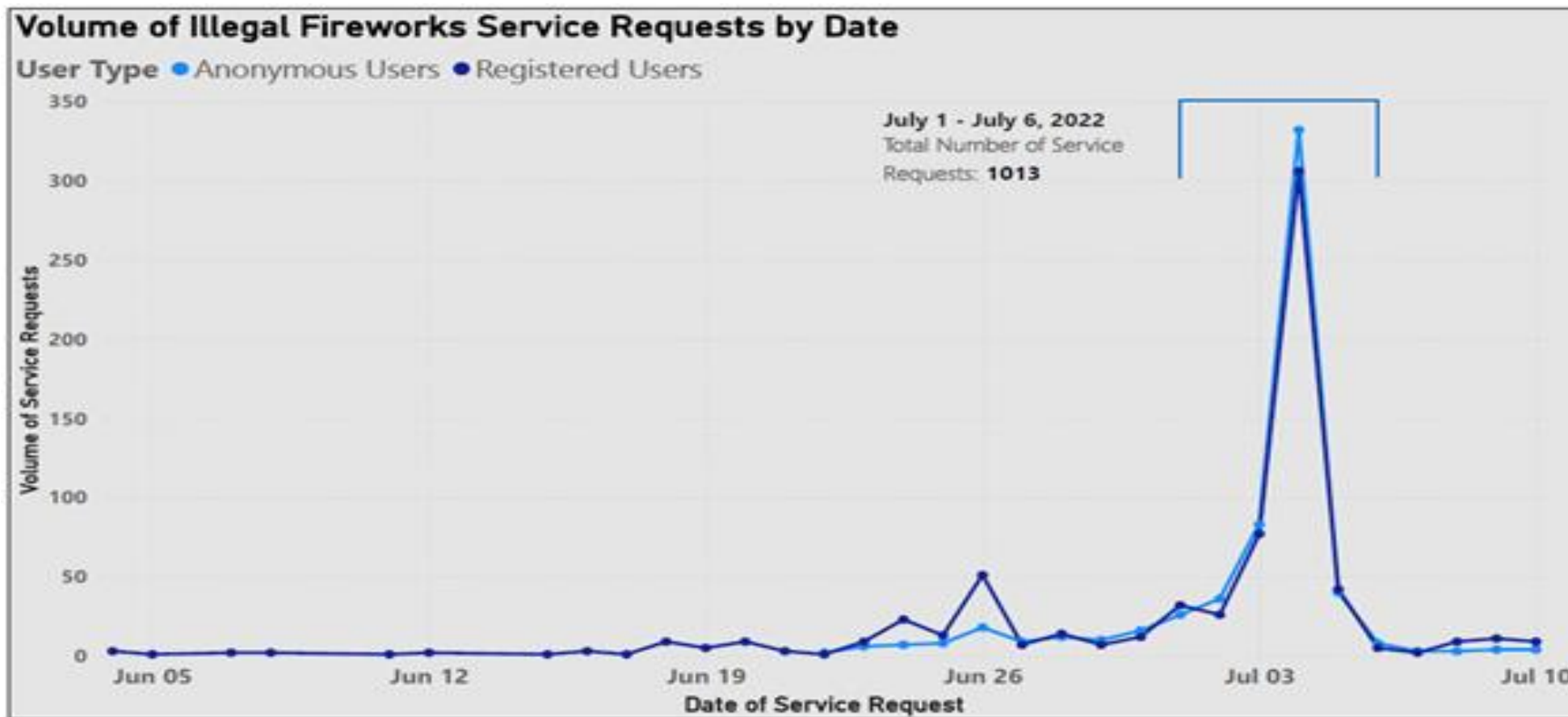
# Online Reports (SJ311) and Enforcement



# Hotspot Map



# Volume of Illegal Fireworks





# Next Steps



- ☐ Department collaborators to meet and address remaining work plan tasks and lessons learned
- ☐ Continued collaboration with other local jurisdictions
- ☐ Targeted enforcement based on enhanced Hotspot mapping
- ☐ Targeted Community Engagement based on enhanced Hotspot mapping
- ☐ Automation of reporting processes

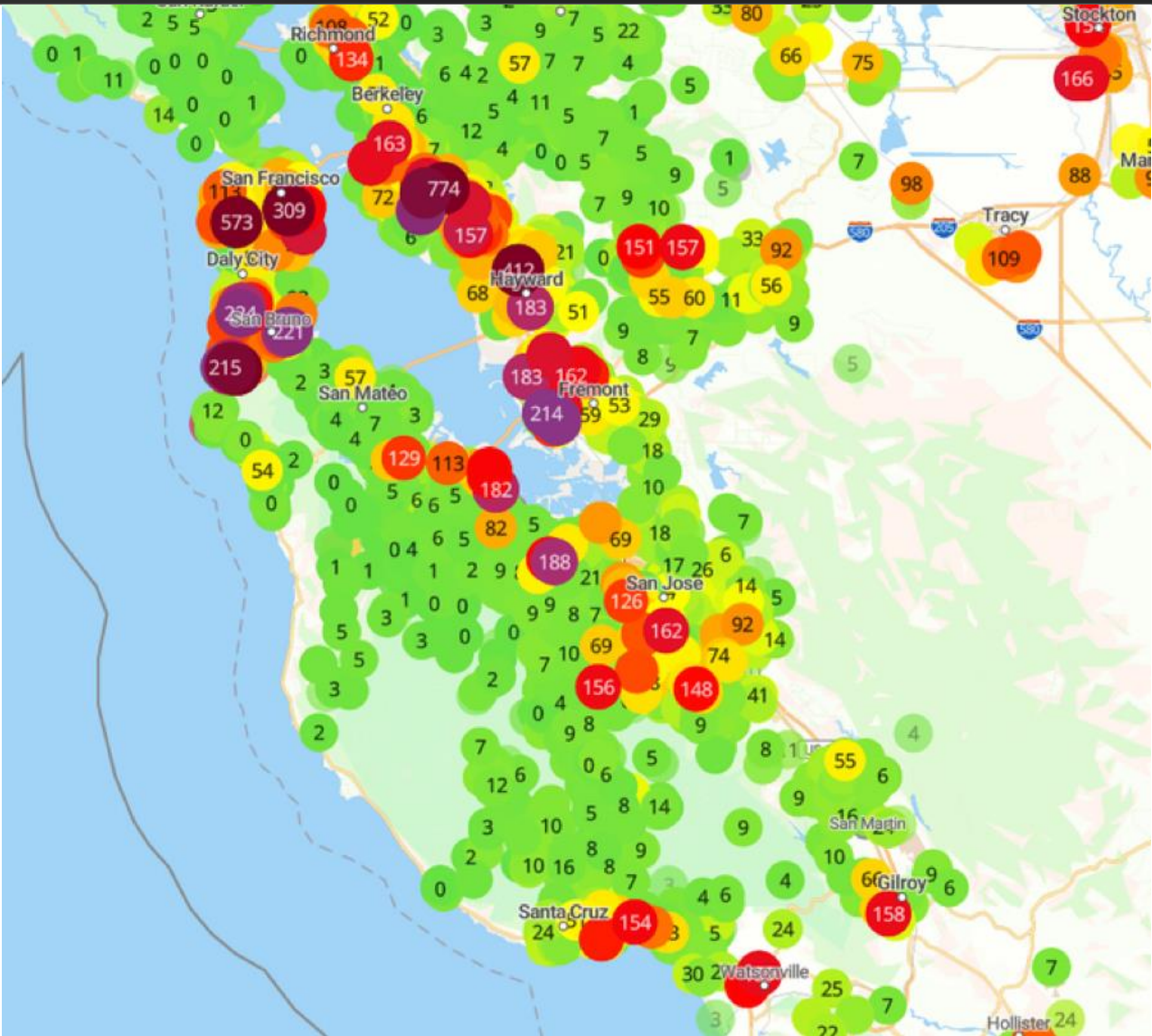
# Questions?

James Dobson, Deputy Fire Chief/Fire Marshal  
Fire Department, Bureau of Fire Prevention

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# Air pollution as an outcome indicator



Purpleair Data 7/4/2022

# Social Media Campaign (Organic)



	Impressions	Interactions
Instagram:	5,664	593
Facebook:	7,732	50
Twitter:	6,538	237



# Social Media Campaign (Paid)



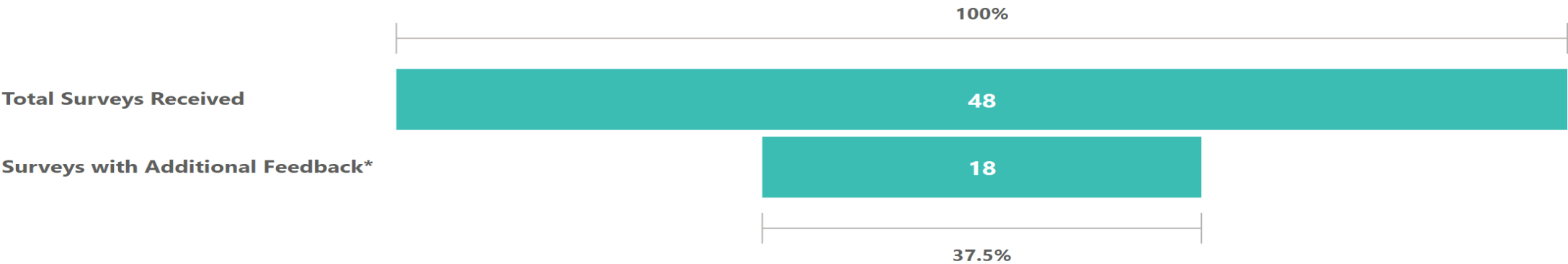
	Impressions	Actions	Clicks
Facebook REPORT ads, targeted to hotspots - \$2,500	364,771	6,724	5,288
Facebook PSA Video boost – \$600	150,816	4,757	3,741
Google ad campaign, targeted to hotspots (REPORT + PETS) - \$5,000	3,613,549	-	-
Mercury News ads - \$2,900	845,213	-	651

# SJ311 Resident Satisfaction June 21, 2022 –July 31, 2022



## San Jose 311 Illegal Fireworks Service Resident Satisfaction Scores: June 21, 2022 - July 31, 2022

Breakdown of the Number of Resident Satisfaction Surveys Received

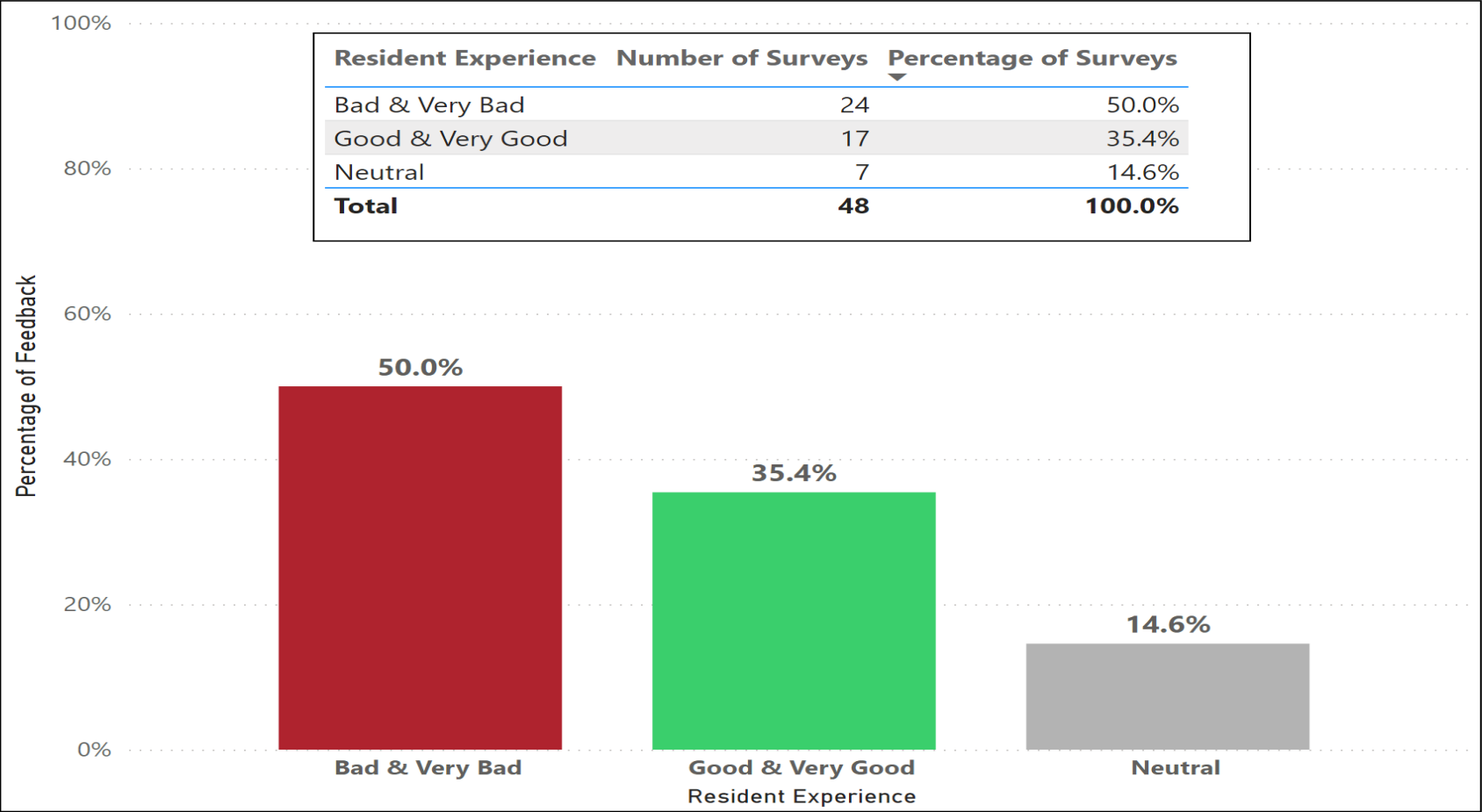


\*Additional Feedback includes the resident's reason(s) for their given rating (i.e. 'Good' or 'Bad')

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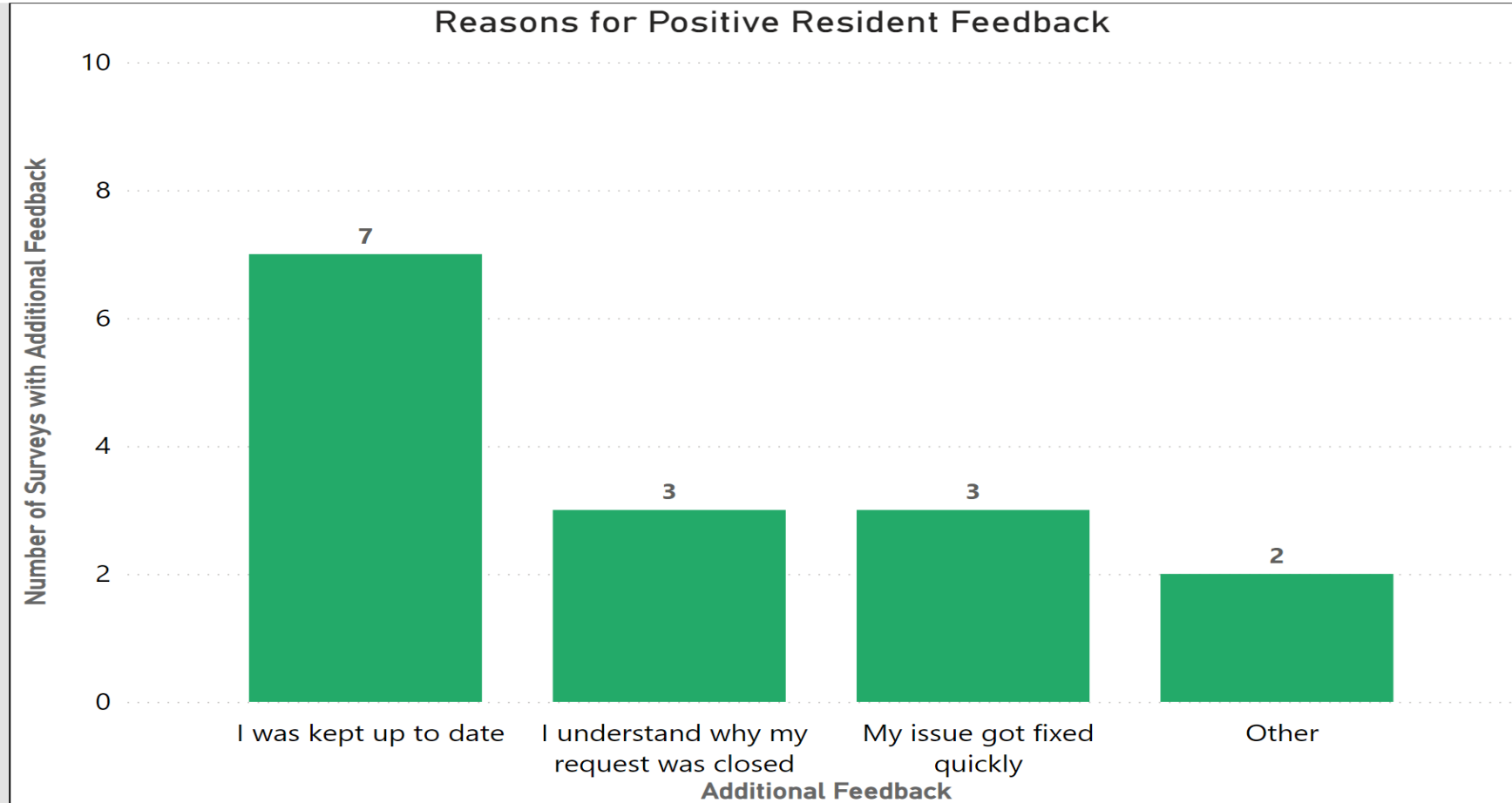


# SJ311 Resident Satisfaction June 21, 2022 –July 31, 2022



## San Jose 311 Illegal Fireworks Service

Resident Satisfaction Scores: June 21, 2022 - July 31, 2022



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